

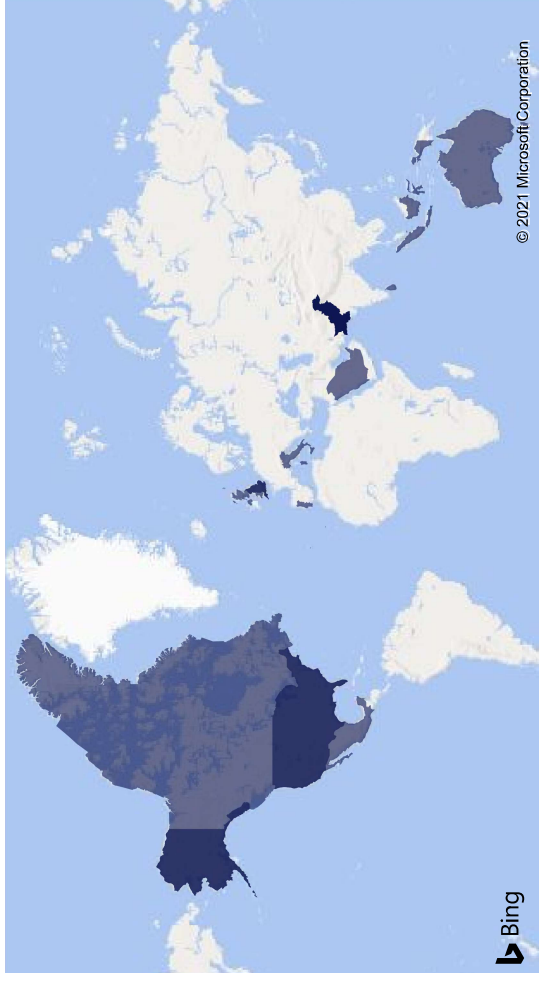
Proyecto_Visualizacion

PORTFOLIO ANALYSIS OF A NUTRITIONIST CONSULTANT & INSIGHTS

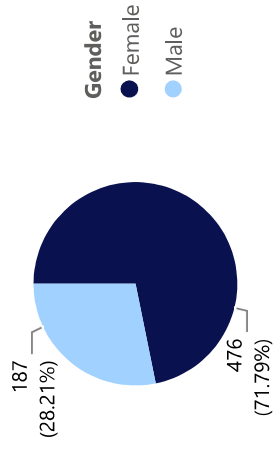
By: Blanca Ribas Pombo

CLIENT BASE COMPOSITION

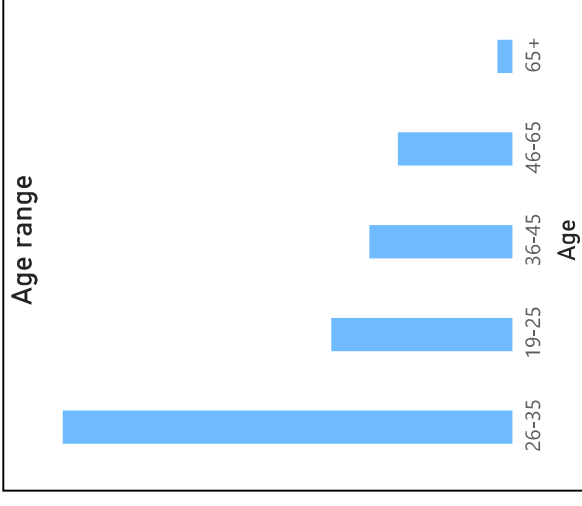
Where are our clients from?



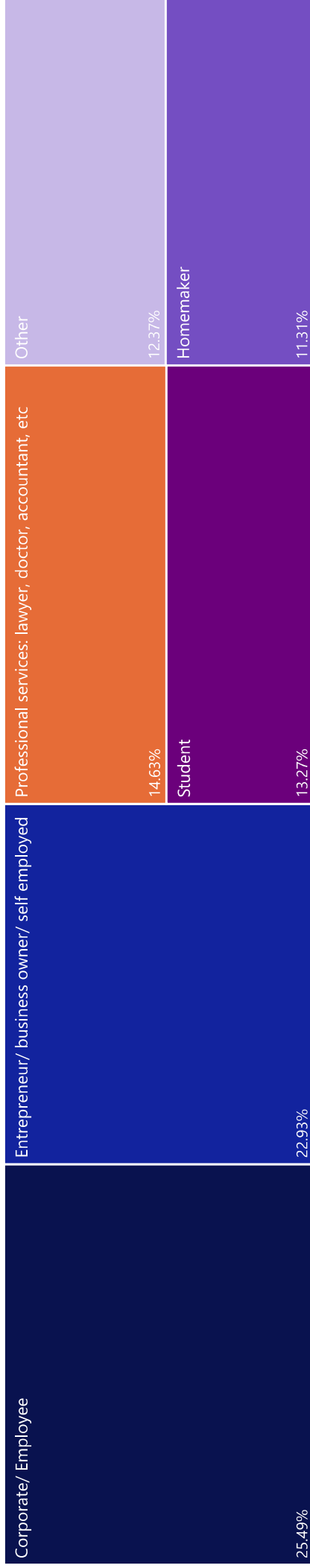
Gender segmentation



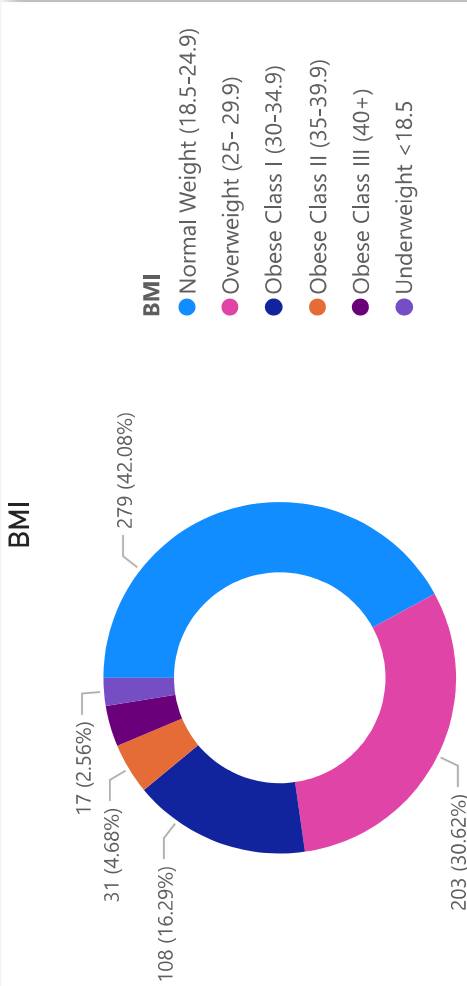
Age range



Which is the occupation of our clients?

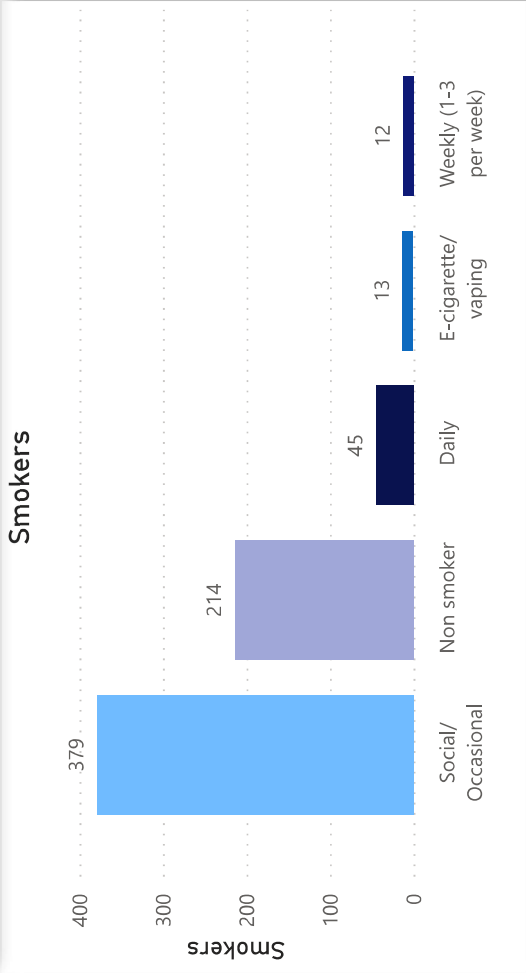
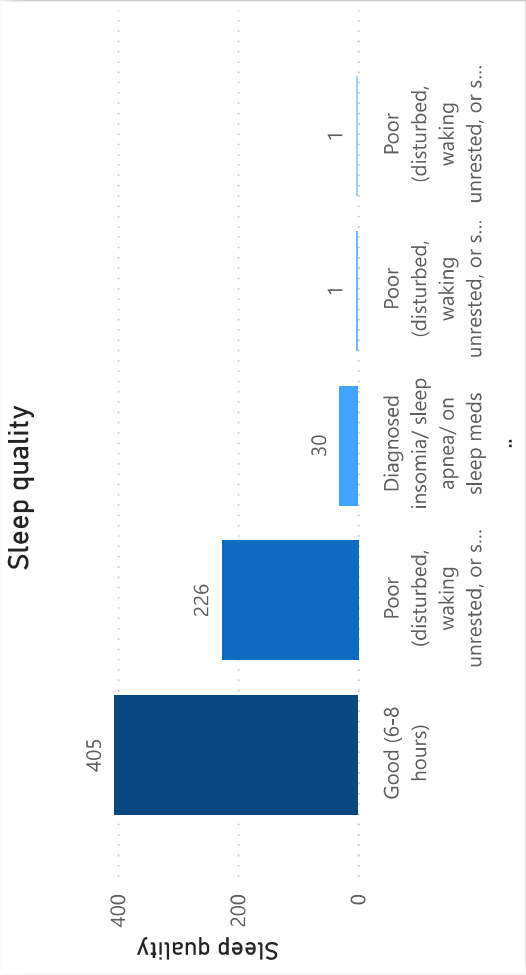
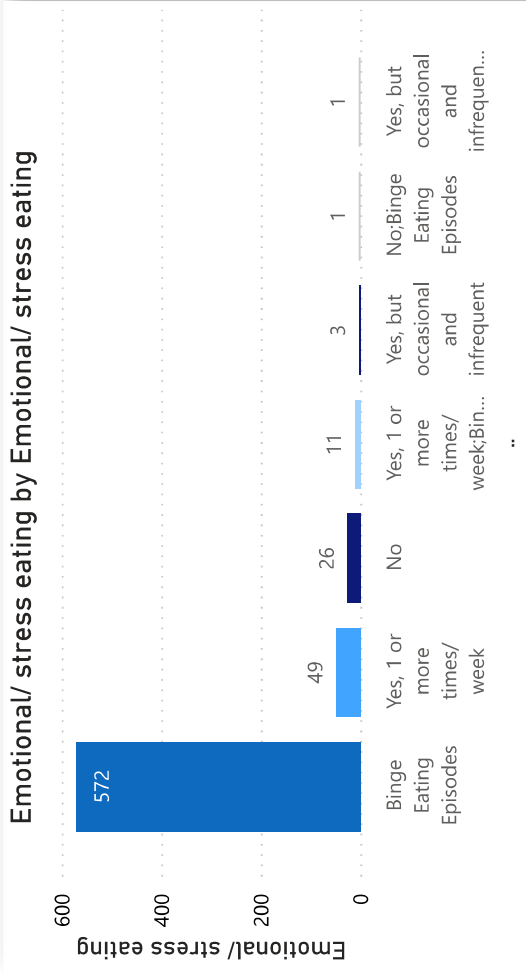


BMI AND GOALS OF OUR CLIENTS



Goals	Count of Goals
Disease management (DM, PCOS, other)	5
Disease management (DM, PCOS, other);Healthy lifestyle	2
Disease management (DM, PCOS, other);Other	1
Gain weight	13
Gain weight;Healthy lifestyle	3
Gain weight;Other	3
Healthy lifestyle	11
Healthy lifestyle;Other	5
Lose weight	471
Lose weight postpartum	5
Lose weight;Disease management (DM, PCOS, other)	13
Lose weight;Disease management (DM, PCOS, other);Healthy lifestyle	1
Lose weight;Disease management (DM, PCOS, other);Other	4
Lose weight;Healthy lifestyle	39
Lose weight;Healthy lifestyle;Lose weight postpartum	1
Lose weight;Healthy lifestyle;Other	8
Lose weight;Improve Fertility	2
Lose weight;Improve Fertility;Other	1
Lose weight;Lose weight postpartum	6
Lose weight;Other	23
Lose weight;Vacation/ upcoming event	2
Lose weight;Wedding (bride/groom)	5
Lose weight;Wedding (bride/groom);Other	1
Maintain weight	5
Maintain weight;Healthy lifestyle	5
Maintain weight;Other	6
Total	663

WHICH ARE THE STRUGGLES OUR CLIENTS FACE?



Medical History	
Allergies (dust, pollen, animals, other)	
Allergies (dust, pollen, animals, other);IBS/ IBD;Other	
Allergies (dust, pollen, animals, other);Other	
Anxiety/depression	
Anxiety/depression;Allergies (dust, pollen, animals, other);Other	
Anxiety/depression;Allergies (dust, pollen, animals, other);Reduced kidney function;Other	
Anxiety/depression;Arthritis;Other	
Anxiety/depression;Asthma	
Anxiety/depression;Asthma;Allergies (dust, pollen, animals, other);Other	
Anxiety/depression;Asthma;Other	
Anxiety/depression;Asthma;Reduced kidney function	
Total	

CLIENT ENGAGEMENT

